



April is National Lawn Care Month and the month in which National Arbor Day and Earth Day occur. April is also the time of year when many people start thinking about getting outdoors to enjoy the gorgeous weather. I encourage you to take the time to think about the positive impact of a green environment; aesthetically as well as the environmental and economic impact. Trees and plants provide mechanisms for cleaning air and purifying water. The Professional Landcare Network (PLANET) reports a lower incidence of crime in neighborhoods with well-kept lands and landscape and a 15 to 20 percent increase in property values. It is critical that we take care of our green spaces and protect them so that everyone in the community benefits.

HighGrove Partners will take part in a nationwide volunteer event, the PLANET Day of Service on April 22, 2009 which is Earth Day. This day of service was created by the landscape industry to draw attention to the importance of green spaces and as a way to give back to our community so that its members could organize volunteer projects in their hometowns and also be part of an event with nationwide impact.

My company will be spending the day performing various landscape projects (planting activities & irrigation improvements) at a customer site, Morehouse College. By participating in this community service project, we will help raise awareness of the green industry and demonstrate to our community that we are good stewards of the environment. This is also a great opportunity for us as a company to get together to work toward a common goal. We have several of our customers who have volunteered to participate with us.

There are more than 30 million acres of lawn in the United States. These healthy lawns and landscapers provide a cooling effect in summer months. Plants, trees and grasses also convert carbon dioxide to oxygen, reduce our carbon footprint, absorb rainfall and stop runoff.

We take our responsibility as stewards of the environment very seriously. We appreciate your trust in us to care for the environment on your property.

All the best,

Jim McCutcheon, CLP
CEO & Partner
HighGrove Partners

